



Funding Priority Areas, *Cycle Instead* Bikeweek 2010

Cycle Instead Bikeweek sponsorship funding priority areas for 2010:

- Events/activities that promote the benefits of cycling specifically to local families and communities.
- Events/activities that promote the benefits of cycling specifically to females.
- Events/activities that promote the benefits of cycling specifically to youth.
- Events/activities that provide opportunities for novice riders to participate in cycling.
- Events/activities that promote *Cycle Instead* and the Perth Bicycle Network.

Funding Essential Criteria, *Cycle Instead* Bikeweek 2010

- The program must comprise one of the following as its key purpose:
 - promote and encourage cycling for transport, health and/or recreation
 - promote the environmental and/or economic benefits of cycling
 - focus on cycling skills, safety and education.
- Sponsorships will not be granted to assist with financing costs associated with running an organisation, such as staff and equipment costs.
- Sponsorships will not be granted for infrastructure projects.
- Travel, tours, conference attendance, camps are not eligible for sponsorship.
- Sponsorships will not be granted to agencies already receiving funding from car manufacturers, companies associated with the tobacco or alcohol industries, or the fast food industry.
- Sponsorship will not be granted to individuals, for individual endurance rides or for fund raising purposes.
- Applications must be submitted by an organisation, association, Local Government Authority, transport or health organisation, which will take lead responsibility for the event/activity.
- Sponsorship will be granted on the basis that a basic risk assessment will be undertaken prior to the event/activity taking place.

Cycle Instead Bikeweek 2010: Sunday 21 - Sunday 28 March

For more information visit www.transport.wa.gov.au/cycling